Implementing strategies to achieve efficiency gains and improved outcomes in

HEALTHCARE Financing and Delivery

26 - 27 August 1997 ❖ Sydney Boulevard

CONTRIBUTE TO THE DEBATE ON FUTURE HEALTHCARE DIRECTIONS WITH 21 LEADING EXPERTS, INCLUDING:

- **John Evered,** Managing Director, Health Insurance Commission
- **Dr Barry Catchlove,** Managing Director, Health Care of Australia
- **David McLeod,** Chairman, Ashford Hospital, Adelaide
- **Paul Gross,** Director, Health Group Strategies Pty Ltd
- **Professor Stephen Leeder,** Head, Department of Public Health and Community Medicine, University of Sydney at Westmead Hospital
- **Patrick Clear,** Chief Executive Officer, Australian Pharmaceutical Manufacturers Association
- **Bruce Harrison,** General Manager, Health Insurance, SGIO Health
- **Dr David Brand,** Vice President, Australian Medical Association
- Infrastructure Unit, **Department of Human Services,** Victoria

KEYNOTE ADDRESS
The Hon. Robert Knowles MLC
Minister for Health, Victoria

SPECIAL INTERNATIONAL PRESENTATIONS:

- **NZ: Cathryn Ashley-Jones,** Acting General Manager, Sector Policy, Ministry of Health
- **USA: Dr Karen Wolfe,** Corporate Wellness Specialist
- **UK: Darrin Baines,** Lecturer in Health Economics, University of Nottingham

PLUS: ONE DAY SEPARATELY BOOKABLE WORKSHOP

DISEASE STATE MANAGEMENT

Directions for High Quality, Outcomes-Based Medical Management in Australia

28 August I997 ❖ Sydney Boulevard

Workshop leader: Dr Karen Wolfe, Corporate Wellness Specialist, USA

Organised by:

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Where Business Does Business

Official Publication:

National HEALTHCARE
The Industry & Association Endorsed Journal for the Public, Private & Charitable Sectors

DEVELOPING AN APPROPRIATE PUBL

DAY ONE - Tuesday, 26 August 1997

"Medicare will not survive without a vigorous and vibrant private health sector along with it" SMH 19/4/97

8.20 Registration and Coffee

8.50 **Opening remarks from the Chair**

WHAT INITIATIVES WILL ENSURE SYSTEMATIC REFORM IN HEALTHCARE FINANCING AND DELIVERY?

9.00 **Involving the private sector in the delivery of public health care services - key achievements and future directions in Victoria**
KEYNOTE ADDRESS
The Hon Robert Knowles MLC, Minister for Health, Minster for Aged Care, Victoria

9.30 **The Productivity Commission report into the Private Health Insurance Industry and future challenges in healthcare financing and delivery**
- What did the report achieve? Has it resulted in dramatic changes in the health insurance process?
- Overcoming the cost pressures affecting the industry
- Measures which can contribute to the development of a competitive industry
- Future challenges in achieving long term reform in healthcare delivery

Russell Schneider, Chief Executive Officer, Australian Health Insurance Association

10.10 **The Productivity Inquiry and Government Health Policy: Implications for the public / private mix**
- Analysis of the Productivity Commission Inquiry
- Key messages from the inquiry and the governments response
- The broader policy context for the role of private health insurance
- Challenges for healthcare system reform

Dr Frances Cunningham, Director, Harbour Healthcare Consulting

10.45 Morning tea

11.05 **Impact of New Zealand health sector initiatives to-date and the challenges for the future**
INTERNATIONAL ADDRESS
- The New Zealand health sector: Gains achieved
- Matching service and funding: Avoiding unrealistic expectations and ensuring fair access
- Determining a sustainable medium term funding path
- Achieving better health outcomes through smarter contracting
- Implementing the new health policy directions of the Coalition Government
- Challenges for future health policy

Cathryn Ashley-Jones, Acting General Manager, Sector Policy, Ministry of Health, New Zealand

1. REFORMING THE PRIVATE HEALTH INSURANCE INDUSTRY

'The new policy is designed to re-establish a viable health insurance industry under the medicare-dominiated system ...' AFR 9/4/97

11.45 **The value of private health insurance**
- Cost of private healthcare: Expectations and reality
- Value of private health insurance
- Competition and competitive products
- Impact of separating Medibank Private from the Health Insurance Commission

John Evered, Managing Director, Health Insurance Commission

12.25 **Making private health insurance attractive to the consumers again!**
- Achieving fairer and customer friendly health insurance
- How will the Productivity Commission reforms:
  - allow for more innovative pricing policies
  - introduce unfunded lifetime community rating
  - overcome 'hit and run' scenarios?
- Simplifying billing arrangements
- Impact of private hospitals tendering for contracts with health funds

Bruce Holzhauser, General Manager, Health Insurance, Medical Benefits Fund of Australia (MBF)

1.00 Lunch

2.15 **Implementing strategies to provide better value health insurance**
- Offering 'value for money' products and services in the current environment
- The fine line between charging 'too much' and offering 'too little'
- SGIO Health's entry into Western Australia - any lessons?
- Likely impact of the Productivity Commission

Bruce Harrison, General Manager, Health Insurance, SGIO Health

2.50 **Impact on the private health insurance industry of external forces of change**
- What are the factors behind recent increases in contribution rates?
- What will be the likely effects of:
  - the financial incentives scheme?
  - the recent and prospective regulatory changes?
- What scope is there to reduce contribution rates?

- ❖ New health insurance competitors: Why enter this market now? Will barriers go up?
- ❖ Integrated delivery systems: Potential benefits of re-engineering health and health financing delivery systems

Brent Walker, Principal,
Brent Walker Actuarial Services Pty Ltd

3.25 Afternoon tea

3.40 **Effect of health insurers tendering for private hospital services**

- ❖ Evaluating the likely effects on hospitals, insurers and doctors

Dr Greg Herring, Herring Health and Management Services *(former Chief Executive Officer, Holy Spirit Private Hospital)*

2. ADDRESSING THE HEALTH FINANCING DEBATE

4.20 **What are we prepared to cover through public funding?**

COMMENTARY

- ❖ Importance of maintaining a universal public health system as a safety net
- ❖ Strategies to ease the budgetary pressure on publicly funded healthcare
- ❖ Introducing measures to control health and medical costs - reducing the reliance on potentially inappropriate technology

Professor Stephen Leeder, Head, Department of Public Health and Community Medicine, University of Sydney at Westmead Hospital *(also Dean, Faculty of Medicine, University of Sydney; and National President, Public Health Association of Australia)*

5.00 **OPEN FORUM: Has the overhaul of health insurance gone far enough?**

5.15 Close of Day One

PROMOTIONAL OPPORTUNITIES

Healthcare Financing and Delivery provides a premium opportunity for you to access a targeted audience of key health decision makers. To take advantage of the sponsorship opportunities available at the event, please contact **Tina Hoffman** Sponsorship Manager on (02) 9210 5700 or fax on (02) 9223 8216.

DAY TWO - Wednesday, 27 August 1997

8.50 **Opening remarks from the Chair**

9.00 **Restructuring government and private sector funding: Ten Challenges for the Howard government, health funds and providers**

- ❖ The new dangers to Medicare and health insurance: Ageing and inadequate patient management
- ❖ Unavoidable problems in public hospital financing: Why the hospital cost sharing agreements must be restructured
- ❖ Private hospital financing
- ❖ Medical services payments: Lower costs of medical malpractice achievable with IT
- ❖ Long term care: Wasted opportunities in the 1997 Budget and alternative strategies
- ❖ Risk adjustment in health insurance: The new evidence about a smarter Reinsurance Pool
- ❖ Linking hospital and medical services and drugs: Balancing privacy considerations with the need to know what care really costs us

Paul Gross, Director, Health Group Strategies Pty Ltd

3. ENCOURAGING PRIVATE INVESTMENT IN HEALTHCARE

"Private sector financing will increasingly be a part of the strategy of the states in upgrading their capital stock" AFR, 7/4/97

9.40 **Capitalising on the increasing opportunities for private providers in delivering healthcare services**

- ❖ Changing government attitudes to private involvement in healthcare
- ❖ Opportunities as a result of the increasing privatisation and contracting of public health services and hospitals
- ❖ Developing private healthcare as a core business
- ❖ Expanding services to cover a broader spectrum of the healthcare market

Dr Barry Catchlove, Managing Director,
Health Care of Australia

10.20 **Private sector investment in infrastructure projects - the Victorian Health experience**

- ❖ Victorian policy context
- ❖ Latrobe Regional Hospital Project
- ❖ Emerging opportunities

Lynton Ulrich, Assistant Director
Anita Wood, Project Director; Infrastructure Unit;
Department of Human Services, Victoria

10.55 Morning tea

11.15 **Developing the market for private financing of healthcare services in Australia**

PANEL

- Designing a solution to healthcare financing - integrating public, private and self financing opportunities
- Working within the regulatory influences on healthcare: Medicare and community rating
- Achieving diversity while not increasing administrative costs and compromising long term returns

Medical perspective

Dr Don Sheldon, Chairman, Council for Procedural Specialist's

Private Hospital perspective

David McLeod, Chairman, Ashford Hospital

Ashford Hospital is a community not-for-profit private hospital with some 243 acute care beds. It is the largest private hospital in South Australia and regarded as the 'flagship' private facility in Adelaide.

4. DEFINING THE ROLE OF HEALTH PRACTITIONERS

12.15 **Role of doctors in achieving healthcare innovation: Ensuring the provision of quality patient care**

- Developing alternative approaches to general practice funding
- Defining the doctors / health fund relationship
- The palliative care and rehabilitation funding debate
- Balancing cost efficiency with quality care
- What role can doctors play in owning and running private hospitals?

Dr David Brand, Vice President, Australian Medical Association

12.50 Lunch

2.00 **Primary care-led health services: Can General Practitioners help control the level of public expenditure on healthcare and improve the delivery of health care services?**

INTERNATIONAL ADDRESS

- The UK experience: Reforms and changes to UK general practice
  - aims and organisation of the primary care-led NHS programme
  - how have these initiatives helped the UK?
- Recent developments in Australia: Aims of recent changes to general practice - the likely effects of the Co-ordinated Care trials and the divisions on public expenditure levels and service delivery

Darrin Baines, Lecturer in Health Economics, University of Nottingham, UK

Darrin is currently analysing the effects of NHS reforms on prescribing and service provision in UK general practice. He is also involved in helping devise future policy for Australian primary healthcare, based on his experience and knowledge of UK general practice.

2.40 **What role can pharmaceutical companies play in the healthcare continuum?**

- Critical factors for the pharmaceutical industry
- Understanding the issues
- National Medicinal Drugs Policy
- Drivers of change
- Addressing the future

Patrick Clear, Chief Executive Officer, Australian Pharmaceutical Manufacturers Association

5. DEVELOPING AN INTEGRATED HEALTHCARE SYSTEM

managed care, integrated care and disease management strategies

3.15 **The role of Disease State Management in a cost effective healthcare system**

INTERNATIONAL ADDRESS

- Why disease state management?
- 5 core competencies of disease state management
- Integrated data systems to join IT with clinical expertise
- Implementing a quality management approach

Dr Karen Wolfe, Corporate Wellness Specialist, USA

3.50 Afternoon tea

4.10 **Achieving a better integration of services**

- Coping with the growth of Medicare and pharmaceutical benefits
- Ensuring continued high clinical standards while improving service
- An Australian style integrated care
- Dealing with the practicalities of interest groups

Francis Sullivan, Executive Director, Australian Catholic Health Care Association

4.45 **Healthcare system models: Redefining roles and interactions to encourage more effective services**

- Determining the role of purchasers in healthcare
- Contracting for services - independent providers and healthcare organisations
- Reliance on Evidence-based Medicine
- Providing an integrated portfolio of services to meet customer needs
- Barriers to effective systems in Australia

Stuart Muirhead, Managing Director, Newchurch Australia

5.20 Close of Conference

ONE DAY SEPARATELY BOOKABLE WORKSHOP

DISEASE STATE MANAGEMENT

Directions for High Quality, Outcomes-Based Medical Management in Australia

Thursday 28 August 1997 ❖ Sydney Boulevard

In this intensive workshop, Dr Karen Wolfe, Corporate Wellness Specialist, USA will demonstrate how effective Disease Management (within an integrated healthcare delivery model), offers a strategy for outcomes-based clinical practice across the continuum of care. Through practical examples, Dr Wolfe will explore issues such as clinical practice guidelines, quality of care measurement, sophisticated medical management processes that reduce variability in the practice of medicine, electronic medical records, 'patients first initiatives'... and much more!

8.30 Registration and coffee

9.00 **Workshop commences**

1. An overview of disease state management
2. Comprehensive exploration of the necessary elements in an effective program
3. The 4 levels of Disease State Management
   - health risk appraisal
   - health risk appraisal followed by health education intervention
   - active targeting of 'AT Risk' groups
   - care management along the healthcare continuum
4. Role of pharmaceutical companies
5. Changing role of hospitals
6. Exploration of specific programs and data analysis offered in the USA today
7. How to join information technology with clinical expertise ... and maintain confidentiality
8. Discussion of specific chronic disease strategies such as diabetes and asthma
9. Where Australia can start

5.00 Close of Workshop

(Morning tea, lunch and afternoon tea will be provided)

ABOUT YOUR WORKSHOP LEADER

Dr Karen Wolfe has extensive Australian and international experience in healthcare and disease management. Dr Wolfe graduated from Sydney University Medical School in 1982, and after working initially as a family physician, was the Medical Director of The Australian Government Health Service - gaining experience in the administration of national healthcare, wellness and senior programs. She also completed her Masters Degree in psychology at the National University in Irvine, California and has a special interest in healthcare reform.

In her current position as **Corporate Wellness Specialist,** Dr Wolfe designs, implements and evaluates corporate wellness programs to clients in Southern California. She works with California's second largest health maintenance organisation (HMO).

Do not miss this opportunity to gain from the extensive experience of Dr Wolfe in disease state management. Find out exactly how you can achieve quality outcomes in healthcare!

10 KEY BENEFITS OF ATTENDING - You will:

1. Debate the latest initiatives which will ensure systematic reform in **healthcare financing** and delivery
2. Answer the question: What are we prepared to cover through **public funding?**
3. Investigate strategies to make **private health insurance** attractive to consumers again
4. Learn from the experiences of **NZ, UK** and **USA** in matching service expectations and funding
5. Ascertain the effects of health insurers **tendering** for private hospital services
6. Clarify what role **private financing** should play
7. Capitalise on the **increasing opportunities** for private providers in delivering healthcare services
8. Define the role of **doctors** and **pharmaceutical companies** in the healthcare continuum
9. Understand how an **integrated healthcare system** will improve healthcare delivery
10. **Network** with key health practitioners

ABOUT AIC

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